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MARCH 1958



Richard Alden Stimson

EDUCATIONAL BOOKS: A NEGLECTED MEDIUM?

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Editorial

How Subliminal Do We Wish to Be?

● The arguments about subliminal advertising persist, and on two levels. First there is the argument about whether subliminal advertising—or, to put it another way, subliminal persuasion—really works. This is a technical problem. Then there is the argument about whether subliminal persuasion, even if it does work, is proper. This is a moral problem. Both problems are of interest to public relations people.

Subliminal advertising, so they say, is a technique (to give one example) by which an advertising message can be communicated to the viewer of a motion picture or a television program without the viewer's being aware of it. The message is *subliminal*; that is, below the level of consciousness. A message such as "popcorn is good for you" can be flashed on the screen for such a brief instant that only the viewer's sub-conscious mental apparatus registers.

Thus the argument starts. Can this sort of weak signal really work? Proponents of the idea answer in the affirmative. They have not produced many statistics to prove the point, but there is always that story of how popcorn sales rose markedly in a New Jersey theatre when subliminal messages were flashed on the screen.

Besides, argue the proponents, it should be quite obvious that people are often influenced by forces of which they are not aware; and, advertisers for many years have employed "association techniques" and subtle uses of color and layout to make their work effective. If men prefer red to any other color, then why not use red? The men so affected do not need to know why they are. Obviously then—so the argument goes—there is no need to be upset about the use of one more subtlety, in this case subliminal advertising.

But some intransigents refuse to be swayed. They argue that a message flashed so briefly that the viewer is not conscious of it (he is conscious of the color red, even if he does not understand its effect on him) is not likely to have much impact. As one psychologist put it: a weak message gets across weakly.

At the present time, the use of subliminal advertising has been held up by a number of agencies,

including the Federal Communications Commission. Various tests are under way, and it would seem that the psychologists could, without much trouble, soon determine the effectiveness of this new medium. It would also be a fair guess that, if the technique were proved efficient, some advertisers and promoters would want to use it. And this leads us to the moral problem.

Is it proper, or would it be proper, for an advertiser to use a "hidden persuader" of this kind to influence a potential buyer who is innocent of what is going on? It is the position of this writer that the question ought to be answered in the negative.

Under normal conditions, the reader or viewer or listener, while granting the right of every salesman to sell, is completely in control of the situation insofar as he can refuse to pay attention. He can skip past the advertisements, or turn off the commercial.

When subliminal techniques are used, however, the "target" of the message has no such control. Even when he is told in advance that subliminal messages are to be directed at him, he does not know what these messages are or, if he does, how and when they are to be used. The essence of the subliminal technique, after all, is to "slip the message through" the conscious screening process and into the sub-conscious where, presumably, it will get to work. If this is not the case, then the technique is no longer subliminal.

One might assume that the use of such a system could be relatively non-harmful in the field of product advertising. The consumer is protected by Federal and State laws and he is protected in another way by economic factors and by questions of need and utility.

But—what if subliminal techniques were to be "cleared" for use in the realm of politics and propaganda? Would it be proper for a left-wing organization to spread communist propaganda in subliminal fashion? Would it be all right for a right-wing organization to use such methods to spread "hate messages" about racial groups?

It is a commonplace that one cannot "prevent progress," which is why we cannot dis-invent the methods of atomic war. But we can have controls. It is suggested here that the whole concept of subliminal advertising is so important that it ought to be subjected to the most searching examinations and evaluations. ●

NOTE: See the article on subliminal advertising in this issue by William H. Kalis.

Educational Books: A Neglected Medium?

By Richard Alden Stimson

● Have educational books been neglected as a public relations medium? Or, has the power of their lasting influence been recognized by those who could benefit by communicating through this medium?

Book publishing is, like most aspects of modern life, rather specialized. This article will not deal with general books of fiction and non-fiction, known as "trade books," but rather with textbooks at all levels, from first grade through college, and reference books of the encyclopedia type which are used in the school, library, office and home.

These educational books are obviously not an appropriate medium for any "promotional" campaign which requires short-range results. The time required for planning, writing, editing,

printing, binding and merchandising a book rules it out as a medium for achieving immediate results.

On the other hand, since they remain in use for a number of years and are studied by a growing school and college population, educational books frequently help to accomplish valid long-term objectives.

For example, they might be an important avenue for developing a better understanding of an industry and its problems, building the reputation of a city or resort area, disseminating facts on health and social needs, attracting young people to critical occupations, or simply making a company's name better known.

The public relations practitioner must decide for himself whether he is neglecting educational books as a medium for achieving objectives that are capable of being approached on a long-range basis.

Who are the publishers?

There are about 125 publishers who produce the nation's textbooks, more than 90 per cent being published by 54 textbook publishers belonging to the American Textbook Publishers Institute. These publishers are competing against each other to produce books which teachers will judge for use in their classes.

Each year about 900 completely new textbooks and 300 major revisions are published.

Although textbook publishing is comparatively small business (total

sales of the industry in 1956 were less than a quarter of a billion dollars) each book represents a large investment of time and money, generally measured in years and tens of thousands of dollars.

The development of a new series of elementary textbooks for teaching a subject at each of six grade levels can involve an investment of hundreds of thousands of dollars and years of work by a team of authors and editors.

How textbooks are written

Most authors are teachers, and many editors have come from the teaching profession.

A college textbook is generally written by one or two professors who are authorities on the subject and determine the content of the book, including illustrations, with only a modest amount of editing being necessary. The editor of a college publishing house actually devotes his major effort to locating good potential authors and inducing them to produce manuscripts.

Product of a team

An elementary textbook, on the other hand, is the product of a writing team that carefully controls the difficulty of the material to correspond with the grade level. The editorial and illustrative treatment is thoroughly discussed in advance. The manuscript

Continued on the Following Page

● *The textbook is an important medium of communication with young people. In this article, Mr. Stimson talks of some little-known aspects of the textbook publishing business. The author, graduated from Yale in 1943, is Assistant Secretary of the American Textbook Publishers Institute. From 1952 to 1956, Mr. Stimson was Assistant Public Relations Director of the American Institute of Certified Public Accountants, and prior to that was engaged in public relations work for organizations in Connecticut, Pennsylvania and New York. ●*

is checked against psychological principles of learning and tested in use with pupils. Much of the work is done by editors of the publishing house.

High school textbooks naturally fall somewhere between the college and the elementary texts in the degree of editorial participation.

Publishers of all educational books depend on many sources for accurate information and useful photographs. They are, therefore, quite cordial toward public relations people who offer a service without attempting to interfere with editorial prerogatives.

A chip-on-the-shoulder approach to a textbook editor is no more effective than it would be in dealing with the city editor of a newspaper. Although editors can take criticism in stride, the negative approach is obviously not the best way to begin a relationship.

Some years ago, a publisher received an indignant letter from the Chamber of Commerce in a mid-western state, complaining about a particularly vivid passage in a textbook which gave an eye-witness account of a dust storm in that state. The letter pointed out that, although the description was accurate, it had failed to mention that the state also had "343 species of bird life, 194 natural grasses that nourish our cattle, 450 varieties of wild flowers that beautify our land, and 144 different shade trees adapted to this region."

Complaints to publishers

A telegram from another state complained of the "sexual content" in an arithmetic book. The baffled publisher later learned that the word should have read "sectional" and pertained to an example dealing with Sherman's march to the sea during the Civil War.

In spite of their efforts to produce books which are factual and fair in their treatment of controversial matters, the publishers are not surprised when they are accused of bias. They try to achieve the sort of balance that a publisher accomplished when one critic wrote that a certain book was "so slanted in favor of the United Nations that you are clearly trying to promote World Government," while



Educators from many lands examine sample textbooks at the Educational Materials Laboratory of the U. S. Office of Education.

another charged that the same book was "so slanted against the United Nations that you are clearly the tool of the Isolationists."

Whenever an inaccuracy is discovered, the publisher, of course, will appreciate being given the correct facts so that he may avoid repetition of error in future printings.

Services that are welcomed

To be well received by textbook publishers, the public relations director or counsel need only make it known that he can supply useful illustrations and information.

Textbooks today are attractively printed and make extensive use of photographs, charts and drawings. Color is widely used, particularly in the lower grades.

The modern textbook would be quite expensive if the photographs had to be specially taken, but it is actually available to schools at only a few dollars, partly because many illustrations are contributed by various sources.

Publishers have come to know where to find certain types of illustrations. For example, many of them speak highly of Standard Oil for its willingness to provide photographs on a wide variety of subjects. Ciba Pharmaceutical Products, Inc., is also complimented on its excellent anatomical drawings, for which it furnishes color plates, charging only the cost of the electros. Many other companies and organizations have built fine reputations for similar service.

Some photographs sought by publishers are those which illustrate geography, manufacturing processes, natural resources, history, applications of chemistry and physics, technology in various fields, economics and business. This short list will immediately suggest other possibilities.

There are some points to remember in selecting photographs. School authorities do not like the books in their schools to show the use of alcohol or tobacco. Others items are omitted so that the books will not become out of date between the time of taking the photograph and distributing the book. For this reason the length of women's skirts is not usually shown and automobiles are excluded from scenes where they are not essential.

Publishers do not object to trademarks showing in photographs. In fact, they sometimes feel it helps add meaning, especially for the younger child. They are usually glad to give proper credit for the photograph.

Checking of facts

Publishers are also glad to have up-to-date, reliable information. They frequently ask an organization such as the American Petroleum Institute, American Iron and Steel Institute, or The American Dental Association to review manuscripts and art work to make sure that all material is correct and the most recent available. When they do so, of course, they make no commitment regarding any change which may be proposed.

Approaching the publisher

Assuming that you would like to offer photographs or other material, how should you go about it?

It is not usually helpful to send unsolicited material to publishers. They do not maintain vast photo files, because so many of the photographs would quickly become out of date. They look for material when they need it—which is when they are preparing a new or revised book.

How do you know which of the 125 publishers are currently working on books in your field of interest? This is not always easy because many publishers, being highly competitive, are cautious about discussing books in preparation.

One way is to maintain a close relationship with a few curriculum specialists in leading universities, school systems and state education departments.

Some public relations directors and counselors have extensive programs in the educational field which include the production of free teaching aids and the sponsorship of educational conferences. As a by-product of these activities, they are apt to hear of work that is being done on textbooks and find opportunities to offer assistance.

Some publishers have no objection to public relations people directly approaching their authors, and in fact will help to establish such contacts. A publisher of college textbooks told me of a very satisfactory relationship which began when a public relations representative visited the publisher and was given a list of the authors of books in preparation.

This would be much less likely to happen in the case of elementary and high school books because of the difference in author-editor relationships.

A publishing house generally welcomes a letter addressed to its chief editor by a public relations director or counselor, outlining the kinds of materials and services he is prepared to offer (don't forget company histories available or in preparation). This may be relayed to the authors concerned, kept for reference at the appropriate time, or answered by a specific request. The chances of results in a reasonable time are very

good, as the larger publishers have several score of books in preparation at all times.

Encyclopedias

One of the first acts of a public relations practitioner facing a problem in a new field is to read about it in the encyclopedias and other reference sources. He is often surprised at the amount of information conveyed in a comparatively short article.

To keep an encyclopedia useful and informative requires a continuous process of revision. Publishers set up a systematic schedule. Some rapidly changing subjects are revised every year. Historical subjects may be allowed to remain without change for a number of years unless there is newly discovered information on historical events. All articles are reviewed at intervals, however, to make certain they are kept up to date.

You will find that the publishers of encyclopedias and similar reference works are happy to receive competent and objective criticism. You may even be invited to prepare or to suggest an author for a new article on the subject. Illustrations are also welcome.

Progress in cooperation

It is a measure of the recent progress of the public relations profession that publishers must turn back in their memories twenty years or so to recall examples of ill-mannered "pressure." They have become accustomed in recent years to frequent offers of service, given in a spirit which helps to develop mutual confidence and trust.

A suggested project

The American Textbook Publishers Institute is considering the possibility of compiling a list of free materials and services available to publishers through public relations channels.

The reader is invited to send such information to The Institute at 432 Fourth Avenue, New York 16, New York. If the response justifies it, this information will be compiled and distributed to the textbook and reference book publishers who are members of the Institute. ●

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THE PHANTOM OF THE SOAP OPERA

By William H. Kalis

*Yesterday, upon the screen,
They flashed some ads that were
not seen.*

*They were not seen again today—
Gee, I wish they'd go away.*

● When subliminal projection darted from its launching pad in New York last September, the resultant clamor made it appear to be the advertising shot heard 'round the world. Vociferous comment ranged from a Stanford Research Institute official's assertion that subliminal advertising is "a virtual social H-bomb" to a charge made by the W.C.T.U. president that breweries are eyeing "invisible" commercials as "a likely solution to their dropping sales."

Dr. Ernest Dichter, the motivation man, perhaps happy to be on the offensive side of the critical fence, declared that subliminal projection could be classed as hypnosis and would "give the whole field of motivation research a bad name." To this James M. Vicary, the subliminal man, retorted that Dichter's criticism was

"like saying a whiff of martini is worse than a swallow," and he added that subliminal projection is "a new band in human perception, like FM."

Controversy continues to boil

As the controversy continues to boil, one significant fact stands out: as yet, there is no independent, objective evidence which proves that subliminal advertising "works"—that it meets an advertiser's one stiff requirement that a technique, to be successful, must persuade the consumer to buy his merchandise.

The one consumer test on record was reported by Vicary and his associates on September 12 when they demonstrated the subliminal technique in a film studio before some fifty reporters. In a "scientific" test in a motion picture theatre, Vicary said, 45,699 persons unknowingly were exposed to two advertising messages projected subliminally on alternate nights. One message advised the movie-goers to "Eat Popcorn," while the other said, "Drink Coca-Cola."

Sales figures over the six-week test period were compared with previous sales records to check for any fluctuation in the sales of the products subliminally advertised, Vicary said. The invisible advertising increased popcorn sales on the average of 57.5 per cent, and increased sales of Coca-Cola on the average of 18.1 per cent, he added.

No details were offered as to exactly how and under what circumstances the tests were made. Vicary stated that this information formed part of his patent application for the projection device and must remain secret, but he said that "sound statistical controls" were employed.

Later, the findings of the test were questioned by *Motion Picture Daily*, which disclosed that the Fort Lee Theatre in Fort Lee, N. J., was the site of the experiment. The trade paper said that the theatre manager reported no effect on refreshment stand patronage during the test period.

Test data unfolded

Following publication of this story, Vicary unfolded his test data before Charles Moss, head of the circuit operating the Fort Lee Theatre. Moss then issued a statement which said that as a result of the "confidential" figures put before him, he believes that "this type of subconscious advertising could help increase sales." But "additional testing" is needed, he said.

Vicary, nettled by *Motion Picture Daily's* refusal to run a retraction along with the Moss statement, reiterated that the New Jersey test was made only to collect information for the patent application and that he expected advertisers and networks to test the subliminal technique thoroughly before using it commercially.

Subliminal projection's most vocal

● WILLIAM H. KALIS, a New York public relations man, says that before writing this piece he had not dabbled in subliminal activities, although his horoscope indicates a fondness for investigating mysteries and things occult. ●

critics are those who believe that if the technique can sell the king-sized package it can also "sell" a political candidate or an ideology. Long before the first cry that "1984 is here . . . Big Brother is watching you," Vicary had anticipated these criticisms by suggesting that commercial use of the subliminal process may require a built-in assurance of proper usage, due to the fact that the message cannot be seen. One practical safeguard, he said, might be a prior disclosure of the message and a report that it is being projected subliminally, similar to radio and television announcements when transcriptions and films are broadcast.

Responsibility recognized

"We recognize the responsibility that grows out of our discovery and development of this process," Vicary said. "We feel its commercial use eventually may have to be regulated, either by the industries which use it or by the government."

Vicary has been buffeted but unbowed by the storm of criticism which assailed subliminal projection as a brainwashing device by-passing an individual's freedom of choice. "I'm a pretty sensitive person," he told this reporter, "and frankly I'm amazed that I've taken this criticism with such equanimity, but I suppose it's because I know what we have."

"The subliminal process does not have the characteristics people attribute to it. Perhaps the advent of Sputnik, added to the rest of the world's technological and scientific progress, has alarmed people unnecessarily about a technique like this. When a small innocent method like subliminal advertising can't be brought forward without such loud yelps, I think we're in a bad, bad way and that people had better wake up."

Vicary believes that subliminal advertising will have its biggest initial impact in television, with benefits for viewers as well as for sponsors. For the viewing public, he sees two substantial gains: fewer interruptions for sponsor messages and added entertainment time.

"Innocent little technique"

To describe sponsor benefits, Vicary uses a favorite definition of his brainchild. "This innocent little technique," he says, "is going to sell a hell of a lot of goods."

What is this "innocent little technique" which is causing all the commotion?

Vicary's group apparently has two devices—a projector for theatres and an "apparatus" for television. Because of pending patent applications, Vicary is secretive about the exact nature of the devices.

Subliminal is defined by Webster's as "below the threshold of consciousness or beyond the reach of personal awareness." (An interesting secondary definition is "too small or weak to be perceived, felt, etc.")

Vicary invented the present subliminal process and he collaborated with Rene Bras and Francis C. Thayer, of United States Productions Company, motion picture producers, in the development and perfection of the devices. They formed the Subliminal Projection Company, Inc., of which Mr. Thayer is president and Richard E. Forrest is executive vice-president.

The subliminal impressions, or advertising messages, projected by the theatre device are flashed onto the screen at a speed of 1/3000th of a second every five seconds. (TV projections appear to be flashed at lower rates such as 1/20th of a second.) These messages are not consciously visible to viewers because they are flashed at a lower light intensity than that of the film or TV show on which they are superimposed.

Impressions rapid and brief

Because subliminal impressions are rapid and brief, many critics of the technique have pointed out that a weak stimulus can provoke only a weak response. Vicary candidly agrees that subliminal projection lends itself best to "reminder" advertising, but he points out that the effect of much current advertising—such as the highway billboard messages caught out of the corner of a driver's eye—is subliminal.

"The subliminal technique gives us a weak message which we can put on the screen quickly and to the viewer painlessly at a time when we are assured of having the greatest number of persons in the audience," he says. "No hypnosis is involved. Since the stimulus must be weak and the message very simple, so far as we know it will not be so effective person for person as other forms of advertising. Therefore, we call it reminder advertising."

100 years ago . . .

Historically, experiments in subconscious perception go back almost 100 years, with a number of investigations reported in professional literature, starting around 1900. The word "subliminal" was first used in 1938 in a paper in the *Journal of Psychology* titled "Perception of Subliminal Visual Stimuli." The author, A. C. Williams, Jr., noted in connection with extra-sensory perception tests that the subjects showed higher scores when the tests were made in a strongly-lighted room, indicating the impact of light intensity and time of exposure on an individual's threshold of awareness.

Since World War II, laboratory research into subconscious perception has increased. At about the same time that Vicary announced his invention last September, Drs. Sheldon Bach and George S. Klein, of New York University's Research Center for Mental Health, conducted an experiment on a group of 20 young women. The subjects were shown a projection of a line drawing of a man's face and were led to believe that it was changing expression from "happy" to "angry." Actually, the experimenters flashed the word "happy" on the screen for a few thousandths of a second, followed by the word "angry," and the subjects believed that they saw a change of expression.

The British Broadcasting Corporation conducted a mass audience test of sub-threshold awareness during a ballet performance televised in mid-1956. During the show, a four-word message was flashed on the screen at 1/25th of a second. The text read: "Pirie

Continued on the Following Page

Breaks World Record." At the end of the program, viewers were told that a news item had been projected subliminally, and anyone who had seen anything was asked to write in. Of 430 replies, 20 gave the correct text and 130 were close to being accurate.

Not considered conclusive proof

Scientists did not consider the BBC tests conclusive proof that sub-threshold messages could be conveyed to a TV audience, but the British association of advertisers—the IPA—banned subliminal techniques and warned members that any use of subliminal advertising would be regarded as a grave breach of the code of ethics.



Mr. Kalis

In the U. S. Experimental Films, Inc., a New Orleans company, also is in the subliminal advertising act. Alleging that they filed for patents one year earlier than Vicary's group, the company's officials stated that their techniques could "enhance sensory projection and dramatic values" to make television seem better than it is, which led *Time* Magazine to comment that this was "going from the subliminal to the ridiculous."

On November 12, the National Association of Radio and Television Broadcasters, with three major U. S. networks and 300 independent stations as members, issued a six-page memorandum regarding the implications of subliminal advertising.

The statement said that while it was not then technically possible to transmit projections of 1/3000th of a second over existing TV facilities, it could be done in the future. The

NARTB called for research to determine the visual and aural efficacy of subliminal techniques, and expressed grave concern over public reaction to advertising which affects people "so that they are not able to exercise conscious control over their acceptance or rejection of the messages."

It suggested further that the code of ethical practices be amended to cover the new development. On the following day the NARTB Code Review Board announced recommendations to members that any proposals made to use the TV medium for subliminal techniques immediately be referred to the Board. Such techniques "should not be used pending review and consideration," the Board added.

Early in December ABC, CBS, NBC and the Canadian Broadcasting System offered assurances that they would not expose set owners to hidden commercials.

FCC steps in

During this period, a number of Congressmen were importuning the Federal Communications Commission to take action to protect the public from phantom advertising. FCC Chairman John C. Doerfer said that his agency had appointed a "task force" to investigate the matter, and he pointed out that the law states that advertisers must be identified.

Rep. William A. Dawson (R), Utah, asserted that the FCC should insist that stations desist from using a "secret pitch" until the investigation had been completed. Doerfer replied that there were "some indications that this technique may have been used on TV, but the three major networks and Vicary denied that subliminal techniques had been used through their facilities. Later, Station WTWO in Bangor, Maine, reported to the FCC that it had experimented with on-air tests of subliminal projection and had failed to produce noticeable results.

In January, the Subliminal Projection Company conducted a closed-circuit television test of its technique in Washington for FCC members, Congressmen and the press. The "Eat Popcorn" message was flashed at five-second intervals, but the only hunger

reaction noted in the audience was from Sen. Charles E. Potter (R), Michigan, who said, "I think I want a hot dog."

Inventor Vicary, unabashed by the results, said: "Those who have needs in relation to the message will be those who respond." He told newsmen that subliminal techniques would not force a Republican to vote Democratic or vice versa, but that he believes the technique could aid in getting out the vote.

He described subliminal advertising as a "mild form of advertising" and a "very weak persuader," a method designed to augment rather than supplant visual advertising. In contracts with television stations, Vicary said, his company would insist that all subliminal messages be shown visually in advance to viewers.

FCC Chairman Doerfer witnessed the demonstration but declined comment on the subject of Federal regulation of the technique. One Washington observer indicated privately that the FCC can be expected to be responsive to the wishes of Congress concerning subliminal projection and, at the present time, the Congressional consensus would seem to lean toward regulation and control. It could take years, though, for rule-making proceedings and hearings to be held, and for decisions to be made.

In Hollywood, Hal Roach, Jr., head of a motion picture-TV film studio, said that he would adapt subliminal projection to a full-length entertainment feature film for "dramatic content and emotional impact." A University of California psychologist has been hired to assist the screenwriter in incorporating non-advertising subliminal impressions into the script of a science-fiction story titled "E.S.P."

And in Scotland, a subliminal researcher named Peter Randall claimed to have developed a method of projection which boosts the receptivity of the viewer so that each sub-threshold message is absorbed by at least 75 per cent of the audience. Randall calls his method "Strobonic Psycho-Injection." At this writing, no one yet has suggested that "Out, Damned Spot" may be a 20th Century rallying cry of Scots against the little ads that aren't there. ●

COMMUNICATIONS— Our Biggest Economic Problem

By Robert M. Snibbe

● It has seemed to be "open season" lately for statements as to what is the "most important economic problem" the country faces in the next twenty years.

Not long ago, over a period of a month or so, I read of a dozen different problems, all labeled "most important." The more new ones nominated for the "title," the more I found myself wondering just what was the most important economic problem.

Pretty soon I couldn't get the thing out of my mind. What *IS* the most important problem? Why? Who is to say? Who can possibly foretell what the most important problem will be?

● As the president of Employee Relations, Inc., of New York, and former executive vice president of Good Reading Rack Service, Mr. Snibbe has been engaged since 1952 in publishing and promoting the use of reading rack booklets for employee communications and education. Prior to this, as a staff member of the Committee for Economic Development, he spent three years promoting economic education and better understanding of important national problems. A graduate of St. John's College of Annapolis, Md., he has been a Member of PRSA since 1950. ●

While I'm not an economist, I am an active practitioner of public relations, and in my opinion the most important economic problem the country faces in the next 20 years is economic communications. Although at first glance it may not appear to be an economic problem in the classical sense, when you contemplate the complexity of the problem and the vast amounts of time and money its solution will require, it most certainly is an economic problem.

Difficulty of selecting a problem

Consider for a minute how difficult it is to stand at any given moment of time and look ahead, at any period in any nation's future, and select a problem that everyone will agree is "the most important."

It's difficult for many reasons: First, the United States in the next twenty years faces dozens of important problems—any one of which could be termed "the most important."

They fall into two basic classifications—domestic and foreign. Any list prepared by anybody would certainly include such problems as peace, inflation, economic development of the free world, the Federal budget, increasing Government power, integration and a host of others ranging from juvenile delinquency and the need for better schools and colleges to the

myriad problems raised by atomic energy. But all these problems fluctuate in importance. One may be most important today, but less important tomorrow as trends, conditions, politics and emotions shift and change.

For example, take the problem of the Federal budget. The fiscal experts may agree today that the size of the budget is the most important economic problem because of its many effects on every aspect of our own and the world's economy. And yet next month it may be dwarfed by any one of a dozen others.

Who is to decide?

Second, one must know who is to judge which is the most important economic problem, whose word is to be taken, with what authority do they speak, what proof do they offer to support their claim. Would the final decision be reached by popular vote of the people, or would it be decided upon by a majority of experts—or by Congress, or the Cabinet or the President?

Third, one must be able to detect the difference between a problem that is really important and a problem that may be blown up artificially to seem important.

For example, consider the budget once more. In 1956, it was just
Continued on the Following Page

about the same size as it was in 1957, yet in 1956 very few people regarded it as important. In 1957, however, the political spotlight was dramatically directed to it. As a result, practically overnight it became in the eyes of many people a most important problem.

Fourth, one must be able to foresee new problems that are likely to arise and dwarf any of the perennially important problems. Also, one must be able to foretell when and for how long the new problem will be important.

Fifth, one must be able to foresee that the most important economic problem will be so difficult to solve that we will not have the wisdom or the courage to solve it and that it will, therefore, remain the most important problem for many years.

Communications the master key

Because of the difficulty—or impossibility—of selecting a single problem and labeling it “the most important,” it seemed to me that there must be a master key, a common denominator kind of problem which, if solved, could help us solve all the others. And that master key, I believe, is the problem of economic communications.

Throughout our history many of our great men have recognized the vital importance of communications. George Washington was perhaps the first. He said: “The mass of citizens in these United States mean well, and I firmly believe they will always act well whenever they can obtain a right understanding of matters.”

Nobel peace prize winner, Sir Norman Angell, phrased it differently. He wrote: “If a people are to be in a position to judge the conduct of their government, to decide whether it is doing well or ill, to decide the merits of public policy at all; if, indeed, they are to preserve the capacity for sound judgment, they must have the facts before them not only as the government would have them put, but also as those who disagree with the government may desire to put them.”

President Eisenhower, on April 4, 1957, said it this way: “Lincoln’s faith in education is part of America’s faith in the ability of people to

govern themselves. When men or women know the facts and are concerned about them, we believe they will make the correct decisions. Prejudice and unreasoning opposition will more and more give way before the clean flood of knowledge.” Once again, the conviction that communications is the master key with which all other problems ultimately can be solved.

Communications—our biggest economic problem

What then is the problem, and why is it an economic problem? The problem as I see it is this:

How can the facts of our major economic and social problems be communicated to our people, in such a way that the facts can and will be understood, studied objectively and considered wisely, so that we may draw upon the collective native wisdom of our people to achieve the best solution.

This is the problem which we as a nation must face—and solve—before we can intelligently face and solve any of our other problems. And it is a problem that is becoming ever more important as our life becomes more complex.

If we can solve this one problem, then in my opinion we may be confident that our people will be able to solve any other important economic problem that may arise.

A vast and complex problem

But why is it an economic problem, you ask? Just consider the vastness and complexity of the problem of communicating economic facts to our people today.

Item. We have approximately 110 million adults. Even if a serious problem does manage to attract the public attention, the way our people think and feel about it is affected by infinite variables of education, politics, religion, geography, tradition and economic and social status. I would venture a guess that 50 million adults never bother to think about any national problems. How many vote in national elections, in spite of a concerted three-month drive by both political parties, and others, to get out

the vote? The majority of those that do read a newspaper pay little or no attention to anything but crime, comics, sports and scandal. How many read the editorial pages or a national news magazine? Many do not read any papers, millions never look at a magazine, more millions never listen to or see a news broadcast.

Item. Every year we have two to three million new adults added to the total as our teenagers reach voting age. These new adults are the products of thousands of different educational systems in 48 different states. Many have not completed grade school, many more have not finished high school, and only a few hundred thousand have completed college. Many have no knowledge or understanding of—or interest in—our national problems and I’m sure I don’t have to spell out for teenagers’ parents just where their interests do lie.

What free press totals

Item. Our media of communicating information to our people consist of a free press totaling some 1,761 daily newspapers, 8,408 weekly newspapers, 2,850 magazines, 3,515 radio stations and 571 TV stations. Every editorial writer and every commentator is free to say—or not say—what he thinks on any subject, free to interpret any information the way he chooses. And every business office knows full well that a free press in order to remain free must rest on the economic popularity of sports, comics, scandal and crime—and not on the interpretation of economic problems. Witness the fact that articles about economic problems are either conspicuously sparse or relegated to a business or financial section which few people read. Unless, of course, a political figure or a labor leader makes a statement which rates page 1.

Item. The sources of the information about national problems which are communicated to our people are primarily three: Government officials (either from the executive or legislative branches), business spokesmen, and leaders of various religious, labor, farm or other similar organizations. Each is also free to say—or not say—

Continued on Page 14



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To aid in answering the avalanche of questions this new marketing era creates, LIFE has completed a unique new "Study of Consumer Expenditures." It tells you who buys what, when and where.

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"If the American economy is to continue to progress, methods of marketing must keep pace with those of production. This LIFE study should help many producers do a much more intelligent and effective job of selling."

—FRED A. SEATON, Secretary of the Interior

"I found it extremely interesting and know that it will be of great interest to my staff, too."

—SINCLAIR WEEKS, Secretary of Commerce

"WHO SPENDS WHAT...WHERE?"

—*New York Times*

"The magazine LIFE has drawn a profile of American consumers based on an extensive study of how they spend their money. Among the findings were:

"The average household in 1956 spent \$4,110 for consumer goods and services. The largest share, 29%, was for food, beverages and tobacco. Next was home improvement and operation, 19%; the automobile and its upkeep were third with 14% . . .

"Generalizations may no longer hold with regard to large geographical regions . . . the South as a whole may no longer be considered a second-class market.

"The suburbs account for an unusually high rate of expenditure in several categories of products—for example, floor coverings, sports equipment and pet foods."

"Certainly the knowledge of how people spend their money and for what purposes is vital to

all manufacturers in making their plans for the future."

—C. J. BACKSTRAND, President,
Armstrong Cork Company

"MYSTERY . . . NEARER SOLUTION"

—*Business Week*

"The mystery of U. S. consumer buying behaviour is a step nearer solution, thanks to LIFE magazine's ambitious new study . . .

"Politz researchers collected dollar expenditures for 1956 in seven broad categories: Food, beverages and tobacco; Clothing and accessories; Medical and personal care; Home operation and improvement; Home furnishings and equipment; Recreation equipment; and Automotive.

"They broke down each category in turn into narrower groups (such as baby foods, prepared mixes, wine and liquor in the food category). And they tabulated the data in various ways:

"By average household income; by education of the head of the household; by age of the head; by the composition of the family group . . . by occupation; by broad geographic regions; and by market location . . ."

"This is certainly a magnificent job and is badly needed."

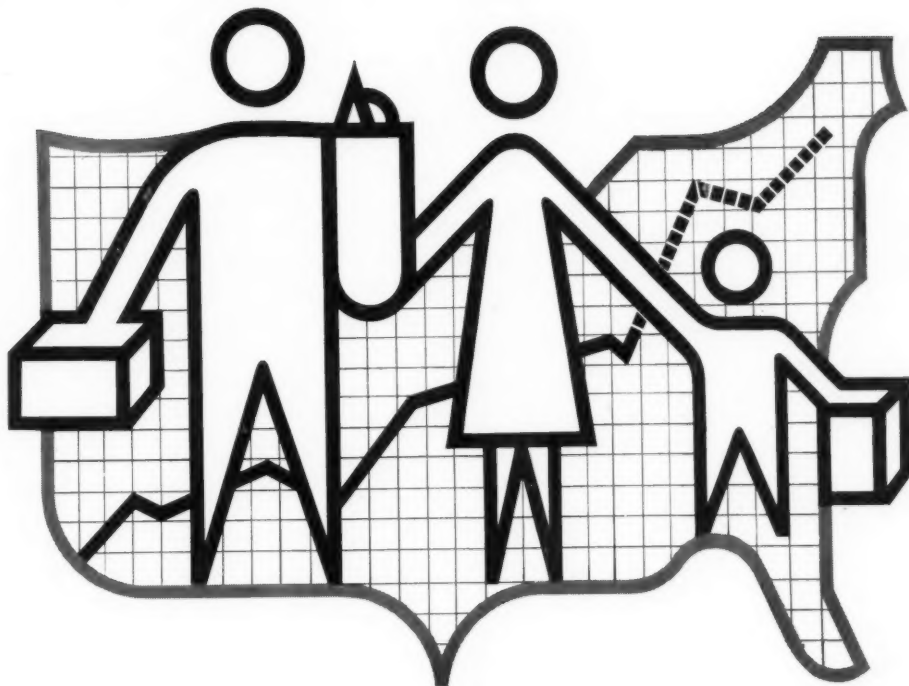
—BEARDSLEY RUMEL

"NEW 'MASS-CLASS' MARKET"

—*Washington Post and Times Herald*

"A new 'mass-class' market has emerged on the American merchandising scene, LIFE magazine said today in reporting results of a nationwide consumer survey.

"Sixty-three percent of the nation's 49 million families are in this group and their incomes range from \$3,000 to \$10,000 a year. They account for 72% of total spending for



consumer products. Regardless of income, these families spend their money in pretty much the same way . . . the sameness in spending habits extends to practically everything the family buys except food."

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—J. D. UPTON, Vice President,
N. W. Ayer & Son, Advertising

"NEW LIGHT ON MARKETING"

—*Printer's Ink*

"Several interesting observations are unfolded. The United States is pictured as a market in which income difference is no longer the sole key in determining spending patterns. Education is increasingly significant as a factor . . . families with children spend more . . . metropolitan areas spend 13% more than average . . . suburbs outside larger central cities average almost 30% more expenditure than the U. S. as a whole."

"... you should be congratulated on this important service which will do much in developing a more intelligent understanding of an economy based on abundance."

—ROBERT W. SARNOFF, President,
National Broadcasting Company

"93,000 INTERVIEWS . . ."

—*Advertising Age*

"... the LIFE research 'differs in that it is aimed specifically at business needs and provides the most current marketing background information available.' A total of 93,000 interviews were made in 10,243 households with 24,112 individuals."

"... this marketing study is truly encyclopedic . . . our analysts are mightily impressed."

—JAMES COPE, Vice President,
Chrysler Corporation

"You have provided . . . information of great value."

—E. R. BARTLEY, Manager, Marketing
Research, B. F. Goodrich Tire Co.

"DELINEATE MARKETS . . ."

—*TIDE*

"The obvious value of LIFE's new study is this: it can delineate markets—from the broadest to the best—for virtually any consumer product."

"It is a truly great contribution and should demonstrate to the business world . . . the alertness and modernity of LIFE."

—LEO BURNETT, Chairman of the Board,
Leo Burnett Company, Inc., Advertising

"This survey certainly promises to be most comprehensive . . . the information should prove invaluable."

—MARION HARPER, President,
McCann-Erickson, Inc., Advertising

"DATA ON AUTO OWNERS"

—*Automotive News*

"Of the \$591 the average family spent (annually) on automotive items, LIFE found that \$299 went for the purchase of a car; \$154 for gas and oil; \$21 for tires and tubes; \$8 for spark plugs, batteries and oil filters; and \$109 for miscellaneous."

"This great fund of marketing information is vital to every businessman. Businessmen and scholars will use it to develop the creative

marketing techniques our economic future demands."

—PROFESSOR D. MAYNARD PHELPS,
University of Michigan,
School of Business Administration;
President, American Marketing Association.

"... will be valuable in my teaching work and of great value to business."

—PROFESSOR NEIL H. BORDEN, Harvard
University, Graduate School of Business
Administration.

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MARKETING PROGRESS

LIFE

MARKETING POWER

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MARCH 1958 13

what he thinks on any subject, free to interpret any information the way he chooses, and free to attempt to sway public opinion in any direction his self-interest directs. As to volume, every day one hears or sees numerous statements on current problems by politicians and labor leaders, yet I can recall less than a handful of newsworthy statements by business spokesmen in over a year.

Complex and controversial

Item. Undeniably, any major economic problem is the most complex, most controversial and most difficult kind of a problem to understand and solve. Furthermore, an economic problem is the most difficult kind to serve up in attractive form and in accurate, although simple language, so that the mass of people will be interested enough to read about it and then understand it clearly once they have read it.

When all these factors are considered, it can be seen that communication of the facts of our economic life is truly an economic problem, and one which is infinitely vast in proportion and fantastically complex in scope. And because of its size and complexity, it is certain that any attempt to solve the problem will require the expenditure of billions of dollars over a period of many years and vast amounts of time and effort by the best qualified brains in our country.

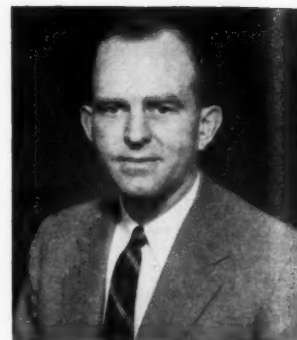
Who can solve it?

If it is conceded that economic communications is our most important economic problem, the question arises as to who is best able to tackle and solve the problem.

The federal government cannot do it. Who in America would buy and read an official U. S. Government version of a "PRAVDA"? Who would listen to a U. S. Government radio version of "TASS"?

The state or local governments, the schools and colleges, and the farm, religious, labor or other similar organizations are not in a position to do it. The only group that is in the best position to do the job is American Business. Here's why:

1. Business employs and communicates in some way regularly with more than 60,000,000 people. Through them, business reaches many more millions among the families of employees. In addition, business reaches stockholders, residents of their plant communities, opinion leaders, not to mention the consuming public which reads their ads.
 2. Business has experience in communicating facts about their products and services.
 3. Business in most cases has the trained manpower and the communications machinery already in existence, such as external public relations and consumer advertising programs, as well as internal devices such as employee publications, training courses and a rapidly increasing number of booklet reading rack programs.
 4. Business has the organizations to do the staff work such as the Chamber of Commerce, the National Association of Manufacturers and hundreds of trade, industry and service groups.
 5. Business has the moral soundness to do a conscientious job. Businessmen have learned that what's best for the country is best for business.
 6. And business certainly has the incentive to do the job. Businessmen know that if the job isn't done, if the people do not get the facts, or if they are sold a bill of goods as the British people were sold Socialism, that the free American enterprise system as we know it today will soon cease to exist, and Orwell's 1984 will come to pass in America sooner than we think.
- Finally, if it is conceded that American business can solve this most important problem in time if it de-



Mr. Snibbe

cides to undertake the task, still another problem must be solved first.

Businessmen are faced daily with solving hundreds of their own problems — the immediate problems of today's profits, productivity, taxes, inflation, labor relations, sales, competition and public relations.

How can American businessmen be convinced that this most important economic problem be given priority—now? And who can convince them? How can they be convinced that they are the only ones who can solve it? How can they be convinced that they must solve it and must start to solve it today?

That is where PRSA, and public relations people in or out of PRSA, can make a real contribution. That is THEIR most important problem in the next 20 years. They are the ones who will have to recognize it as important, work out the plans, sell their managements or clients on its importance, and execute the plans once they are approved. And their's is the opportunity and the challenge, not just for something glibly labeled "public service," but for their own future, and for the future of the children they're struggling to raise. If successful, who'll care about "recognition"? That will come, in full measure. ●

"... The dynamics of leadership lie in persuasion, and persuasion is never impatient. 'You are poor fishers of men,' it has been said of a certain class of preachers; 'you do not go fishing with a rod and a line, and with the patient sagacity of the true sportsman. You use a telegraph pole and a cable: with these you savagely beat the water and bid men bite or be damned. And you expect they will be caught!'"

Woodrow Wilson, *LEADERS OF MEN*
Princeton University Press, 1952, p. 59

A Matter of Business Statesmanship

Public relations executives are practical men
who know that ignorance of the laws of human relations
is harmful to business,
because such ignorance can create dissension and discord.

A company can never have enough sympathetic friends.

Therefore, the goal of public relations men
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through better communication of ideas
so that all segments of business will prosper.

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than other public relations men?

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and your future.

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to tell your ideas to other opinion molders
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with other public relations executives.
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Public Relations in Belgium

By Pierre Janssen

● The concept of public relations, as the term is understood today, dawned upon Belgium rather recently. In fact, it was only a few years ago when certain companies, among which subsidiary organizations of Anglo-Saxon firms were prominent, began to set up public relations departments.

At the beginning, around 1950, the function of the public relations director was performed by company officers whose salaries varied widely. Some of these men were full-time practitioners, but the majority were involved in several programs in their offices where they held all sorts of positions.

Discussion and controversy

Five years ago there was much discussion and controversy about public

relations over here. Some people were interested in this new field, others were not. There was considerable uncertainty about the real significance of the profession. To many people it seemed like a vaguely disguised form of advertising where the objective was to encourage talk about the company involved. In the beginning, the Belgian newspapers and magazines often viewed public relations with distinct disfavor.

In 1953, with opinion on the subject divided, seven public relations men united to organize the "Centre Belge des Public Relations." This group promoted a sound understanding of public relations by presenting this new field of activity in Belgium in a proper light and supplying accurate, relevant information both to those who were participating in the business and to its opponents.

The Centre did pioneer work in explaining the proper role of public relations. The association showed how it could be profitably used by individual corporations. During the first two years of its existence the program was directed mainly towards performing public relations work on its own behalf. The Centre accomplished this by circulating pamphlets and other pertinent literature and by sponsoring lectures, gatherings, etc.

In 1956, we had our first National Public Relations Day. The theme was "The Importance of Information

Services in the Modern Economy." We are happy to report that the event was a great success. The affair helped us to gain the support of two distinguished representatives of the Belgian government, Mr. Rey and Mr. Larock, respectively Minister of Economic Affairs and Minister of Foreign Trade. Both men spoke of the role of public relations in the modern world. It can be said that public relations secured a foothold in this country on that first National Public Relations Day.

Public relations supported

Belgian public relations men were very pleased with the favorable comments on the event in our press. In one of our leading newspapers the support given public relations by employers and our national government was stressed as an indication of the practical and realistic ideas which have characterized the business community here since it joined in the post-war redevelopment of European economic affairs.

After this initial success the Centre Belge des Public Relations did not rest; it continued its work both nationally and internationally. The organization achieved certain goals which will ensure the further growth of our profession in this country.

After repeated efforts we succeeded in establishing public relations courses

● To this article Mr. Janssen brings unusual experience and knowledge. He is a cofounder of the Centre Belge des Public Relations. Before World War II he represented the British Sidac Corporation in St. Helens. After serving as a lieutenant in the Belgian Army, he joined the Fabelta, an artificial silk concern, in Brussels; and since 1949 he has been Public Relations Manager for the Esso Standard Oil Company of Belgium. ●

at the postgraduate schools of four Belgian universities as well as at other educational and scientific institutions. In 1956, the Centre was admitted to membership in the International Public Relations Association. By its membership we are able to participate with the representatives of Canada, the United States, France, and other countries in the worldwide program of the I. P. R. A. In January, 1957, the second National Public Relations Day was held. A large number of people took part in the event, and it was a great success.

Much has been accomplished

In the four years of its existence the Centre Belge des Public Relations has grown and accomplished a great deal. From its seven founding members the organization now has 70 members who represent numerous business concerns and governmental departments.

If public relations has shown considerable strength on the European scene within recent years, Belgium has not lagged behind in this general development. Much progress has been achieved here. One point which gives us particular pleasure is the enormously improved understanding of public relations, particularly among the leaders of private enterprises and public services who should be the first to use and benefit from our profession.

Government circles have also become aware of the possibilities of a proper public relations program. The Postal and Broadcasting Departments have already instituted such programs. The Foreign Trade Minister has made a contract with an agency in New York to do public relations work for Belgium in America. This is the first time a Belgian minister has taken such action on behalf of the government.

Following the example of the Centre, strenuous efforts have been made to improve the appearance of annual reports and their distribution. An "Oscar" has just been awarded for the best report of this coming year. Former Minister Van Houtte presides over the jury and other distinguished people of the business and scientific worlds are committee members.

For Belgium, 1958 bids fair to be a glorious year. Under the auspices of the government an international exhibition will be held from April to October. More than 60 nations as well as several international organizations such as U. N. O., E. C. C. S., and O. E. E. C. plan to take part in the activities. The theme for the event has been announced as "Bilan du Monde pour un Monde plus Humaine," which, in English, means "Balance Sheet for the World for a More Humane World."

IPRA congress set for June

On the exhibition grounds the Centre will sponsor an International Public Relations Congress in June, 1958. We trust that the delegates from many countries as well as those from the Public Relations Associations will make it a point to be represented. We will be very happy to welcome them, and we hope that Brussels will be the mecca for public relations men from all parts of the world next year.

Much remains to be done by the public relations practitioners of this nation. During the last four years many of the larger companies have unquestionably realized the benefits they tend to receive from public relations divisions. Those firms which did institute such programs are now in a position to recognize their advantages compared with organizations which rejected them. The chief aim of the Centre Belge des Public Relations now is to influence small and medium businesses to join this movement. Consequently, the association tries to explain the possibilities (of which they were probably unfamiliar previously) of public relations for them.

"Time and straw make medlars ripe" runs the proverb. Public relations secured a place in the Belgian economy only a few years ago, but we and our colleagues in most European lands are working and hoping to see our profession achieve the recognition here which it already enjoys on your side of the Atlantic. ●

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Public Relations Box Score: Midwest League

By Richard J. Sullivan

● A public relations referee is needed in the Twin Cities area of Minneapolis-St. Paul and the surrounding domain of these two cities, still in the throes of pioneering a rough-and-tumble public relations market.

The reasons for chaos are simple: definition of function, price, and lack of management understanding.

This is not to say that the Twins area along with the rest of Minnesota, North Dakota, South Dakota, Iowa, Western Wisconsin, Montana—all the way to the West Coast—is not one of vital growth in the nation for the public relations profession.

It most profoundly is.

Triumvirate of problems

This interwoven triumvirate of problems, however, offers one, and perhaps the last, major barrier to the profession reaching a modest but definite "place in the sun" in midwest industry.

Definition of function, not aca-

demically, but mechanically, is becoming an important key to the future potential of the market.

An understanding of public relations is lacking. An understanding by management, publicists, advertising agencies, the press, the graphic arts industry, and public relations people themselves.

This is not a superficial misunderstanding. It is bed rock in nature compounded by the plethora of firms, organizations, and individuals stirring the caldron . . . and this is not a criticism.

There are public relations firms and public relations firms. There are publicity firms and individuals. Advertising agencies, almost totally, have placed public relations in their tool kit. There are fund-raisers and civic, health and welfare firms and individuals. Even salesmen approach prospects in the Twin Cities with the catch phrase, "I'm the public relations representative of the ABC company."

All of these efforts combine to confuse management and the industry itself. It is true that it is the prerogative of everyone and anyone to develop along any lines they choose.

Public relations as a craft

The point is, that public relations as a craft means different things to different people in this area.

It may mean column inches—flow

● RICHARD J. SULLIVAN attended St. Thomas College and the University of Minnesota (B.A.). After working on weekly newspaper, in radio and on trade publications, he opened his own public relations firm in 1952, with operations in Minneapolis and six midwestern states. ●

charts of communication—industrial publications—marketing—a way to raise funds—sales—a way to get advertising clients—promotional ventures—self-aggrandizement—advertising—publicity based on advertising schedules—printing—and a myriad of other endeavors.

This is not critical, it's just confusion. But it brings into focus the spectre of price.

In this area, public relations' fees range from almost zero to \$1,500 a month, roughly. In a few instances other methods of payment are used, i.e., "per inquiry" payment on trade stories or percentage fees based on funds raised or sales begotten.

Diversity of firms

Because of the diversity of firms and individuals providing "public relations," two competitors in a given situation will find one quoting a \$75 a month fee, the other a \$1,000 a month fee.

A confused management more than likely will check the discrepancy with a confused advertising agency or another confused member of the management team.

A second factor in price is the multifarious operations springing up in this market in which a good deal of pioneering has already been done and a more susceptible prospect exists.

Individuals with or without the backing of an influential industrialist providing initially a service for their one or two clients depress the established fees a good deal simply because they are "hungry." This is to be expected, but it does retard management's thinking on public relations' fees as well as service.

Price and service

Price does not affect the area's advertising agencies quite the same way. If a highly regarded client of the agency wants public relations, the agency will deliver it, regardless of cost. What the client usually wants, however, is straight publicity.

Price is inseparable from service. Therefore, if the prospect does not



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know the function of public relations he cannot evaluate it price-wise. This is the nub of management's lack of understanding of the problem. Founded on this insecure base, management makes many moves which will deter its own progress in public relations.

Because of a potent dose of public relations in a business publication or because a competitor or neighbor enters the public relations field, many corporation presidents make the deci-

sion to seek out public relations personnel.

In some cases, management will elevate a particularly likeable fellow into the role of public relations director, usually with bad results.

In other cases, the public relations duties are assigned to the advertising department or sales promotion department, with no management participation. Without management interest, leadership and participation, the

Continued on the Following Page

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public relations program flounders. Or, it takes on the role of an adjunct to advertising or sales.

A few Twin Cities corporations (as well as the State itself) have turned to New York for public relations counsel, or in most cases, publicity help. In some cases this is completely justifiable. In most cases it is brought about by the corporation finding it impossible to believe that a local firm can provide service on all levels. The existing confusion in the field is a motivating factor.

At the present time there are about six New York based public relations firms with approximately 13 Minnesota clients. There will be many more.

In reality, advertising agencies exert the greatest influence on the public relations actions of management. And, therefore, they offer the greatest competition to public relations in this area. In almost all cases the agencies' service is publicity.

These problems exist to a greater or lesser degree, undoubtedly, in many areas of the nation, but in a market the size of the Upper Midwest area, their significance to the future of public relations is profound.

Several pillars of public relations have been constructed by the very major corporations who have highly polished public relations operations. They are few, unfortunately. The public relations field in the Twin Cities is small and the educational job is in the fetal stages, but the potential is unlimited. These and other problems will be surmounted; but public relations still has a job ahead of it in this area. ●

On History

"The subject of history is the life of peoples and of humanity. To catch and pin down in words—that is, to describe directly the life, not only of humanity, but even of a single people, appears to be impossible."
—Tolstoi

On Literature

"Good literature continually read for pleasure must, let us hope, do some good to the reader: must quicken his perception though dull, and sharpen his discrimination though blunt, and mellow the rawness of his personal opinions."
—A. E. Housman

SALUTE TO BOSTON UNIVERSITY

Boston University's School of Public Relations and Communications celebrates its tenth anniversary next month, April, 1958, with the dedication of its new building on the Charles River campus.

Nearly 1,000 public relations degrees have been granted by the university since 1948. Students from 36 colleges and universities in eight countries are represented this year in the graduate student body. Students are admitted to public relations courses only after two years of liberal arts training.

The new building, a \$1,500,000 structure, accommodates a student body of about 500. In addition to the student-managed FM station, WBUR, the new building houses closed-circuit television studios, city-room facilities, libraries, darkrooms, an auditorium and faculty offices. The school offers training in media practices—journalism, television, radio, photography, motion pictures—as well as in the area of public relations.



Boston University's new School of Public Relations and Communications Building, opened last fall, will be dedicated next month at a celebration of the tenth anniversary of the School.



Control room of WBUR, Boston University's FM radio station, entirely operated by students.



Faculty members from the liberal arts programs participate in cultural projects. Here, Professor Donald Born reads Shakespeare.



The library at the university houses one of the country's largest collections of material on public relations.

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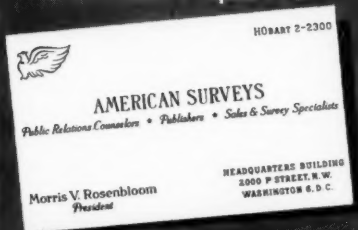
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Notes from France

By Etienne Bloch

• Since the end of the Second World War, there has been a rapid growth of public relations practice in France. Through the experience of their American colleagues, and the Public Relations Society of America, French public relations men have received many beneficial and valuable ideas.

Therefore, I am grateful for this opportunity to tell the JOURNAL's readers about our progress in this country.

Originally, there were two organizations in the public relations field in France: the *Club de la Maison de Verra*, a private association established in 1949 for study purposes, and the *Association Professionnelle des Conseils en Relations Publiques*, set up to facilitate the continued development of our business and to guide us in our purposes and professional ethics. Two years ago, both associations merged into what is now known as the "Professional Association."

The main objectives of the Profes-

• ETIENNE BLOCH is the founder of France's Professional Association of Public Relations. He has served as the French delegate to the International Public Relations Association. Before World War II he was associated with the Ford Motor Company of France and, later, Brazilian coffee interests; since 1949, he has served as counsel for the Pechiney Company, a chemical and aluminum concern. •

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sional Association are: publishing a professional journal ("Liaison Bulletin"); holding educational and social gatherings; helping members with their professional difficulties; and, in addition, keeping and furnishing technical information. The Association also strives to develop the standards of the profession through contacts with public authorities and national and international associations.

Successful project

For four years, one of the most successful projects has been a weekly course in public relations at the *Institut d'Etudes Politiques*. Both new and experienced public relations men of good educational background and intellectual calibre have been attracted to this program. This year over a hundred practitioners have attended the sessions.

There are 191 members in the Association: 76 professional members, 92 associated members and 23 junior members. Only public relations officials in private companies and public organizations, or those who manage an agency or office of public relations are received into the Association as professional members. All applicants for membership are carefully scrutinized by the Association Committee before they are admitted as members.

About twelve of our members are independent counsellors. Their staffs range from two to twenty employees. These independents belong to an organization, the *Syndicat National des Conseils en Relations Publiques*, which is actually a "union" complementary to the professional Association working to protect its members against unjust regulations, overtaxations and other types of prejudices.

Code of ethics

As the International Public Relations Association knows, our Bylaws and Code of Ethics for public relations set very high standards. We make a very clear distinction between publicity, advertising and public relations. In fact, there are some public relations practitioners who will not

Continued on the Following Page

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join the Association because of our strict rules against mixing public relations with publicity.

The Code of Ethics was established only after long discussions with representatives of the press associations and the advertisers. We had great difficulties with both of these professions in the beginning. The newsmen were afraid of unfair competition from public relations and the advertising agencies (although they were willing to accept the eventual benefits from public relations) refused to admit that they were comparatively ineffective in dealing with public relations problems.

In conclusion, public relations, in France, is building up rapidly. Each year it is gaining more and more confidence from big business and from some of the medium-sized enterprises. All of us are grateful to American public relations—especially the Public Relations Society of America—for furnishing so many of the examples and ideas which helped us to build a profession. ●

On Copy

"If you mean to know yourself, interline such of these aphorisms as affect you agreeably in reading, and set a mark to such as left a sense of uneasiness with you; and then shew your copy to whom you please."

—Johann K. Lavater

Letters to The Editor

To the Editor:

I am interested in obtaining examples of public relations communications intended for internal distributions; that is, scheduled publications that primarily advise key corporate personnel in the performance of p.r. functions. I would appreciate it, too, if the donor could give me a brief statement of purpose of the publication; its age, frequency of issuance, primary audience and circulation; and any other data he thinks pertinent.

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Milton Fairman
Assistant Vice President
Advertising and Public Relations

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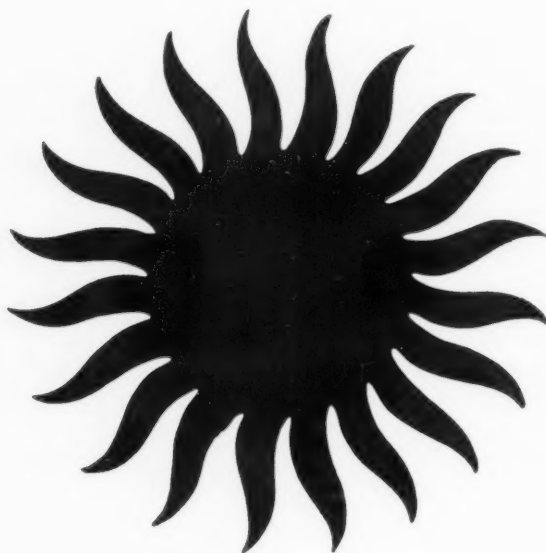
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